

SURVIVING A LAYOFF

TIPS FOR WORKERS AND BUSINESS

SPRING 2002



“Unemployment Offices” a Thing of the Past

During the last three years, technology and opportunities for efficiencies prompted a total overhaul in the way that the Employment Security Department (ESD) delivers unemployment services. The old “unemployment office” is not the place to apply for unemployment any longer. Many such offices have been closed or rededicated as WorkSource centers (see article entitled “One-stop shopping for your next job or career” on the next page). Today, laid off workers can apply for unemployment benefits one of two ways – on the Internet or by phone.

To apply on the Internet, visit **www.go2ui.com**, 24 hours a day, seven days a week from any computer with web access. This exceptionally secure web site -- activated 17 months ago -- now handles more than 20 percent of all unemployment applications. That equates to thousands of applications taken online every month.

“The very best way to get an unemployment benefits application into our system is online and the next option is to file by phone,” said Employment Security Commissioner Sylvia Mundy. “Unions and businesses can do workers a big favor by giving them access to the Internet to apply for unemployment at go2ui.com.”

The Unemployment Claims TeleCenters also take telephone applications in English, Spanish, and all other languages between 6 a.m. and 7:30 p.m. Monday through Friday for the foreseeable future. These slightly extended hours are intended to offer customers greater flexibility. TeleCenters are busiest on Mondays, so callers may get faster service by calling on Tuesday or Wednesday.

- **Seattle area** (206) 766-6000
- **Tacoma area** (253) 396-3500
- **Spokane area** (509) 893-7000
- **All other areas of the state** 1-800-362-4636
- **Spanish callers** 1-800-360-2271

During the last several months, 100 additional TeleCenter representatives have been hired, trained, and put to work to provide faster service to callers. Many of these new TeleCenter staff are bilingual. They were brought on board to provide more responsive, more cost-effective



Today workers file for unemployment benefits on the Internet or by phone, not at local offices.

service to unemployed workers who have limited English skills.

“We have been working very hard at recruitment for bilingual staff and that effort has paid off,” said Rosie Macs, deputy assistant commissioner, TeleCenter Operations. “We now have 60 bilingual agents, up from 36 when we transitioned to TeleCenters in 1999.” Ninety percent of non-English applicants recently surveyed were very satisfied with ESD staff’s ability to speak their language.

Washington Workers Get New Unemployment Extension

OLYMPIA – Employment Security Department Commissioner Sylvia P. Mundy announced March 18 that upwards of 60,000 unemployed Washington workers may now qualify for up to 13 additional weeks of federally funded unemployment benefits under H.R. 3090, signed into law in March by President George W. Bush.

People whose unemployment benefits ran out on or after March 11, 2001 may be eligible for the new Temporary Extended Unemployment Compensation benefits, provided they don’t qualify for any other type of unemployment coverage. Congress chose the March 11, 2001 start date because they recognize that date as the first day of the national recession.

The Employment Security Department has worked out details with the U.S. Department of Labor. This means that notifications to potentially eligible people are currently being mailed out. “We are advising all unemployed workers to watch their mailboxes, to carefully read and follow the instructions, and to return forms promptly,” said Jerry Iyall, deputy assistant commissioner of the Unemployment Insurance Technology Data Branch. “We strongly advise against calling the Unemployment Claims TeleCenters because they’re already at capacity because of high unemployment in our state.”

This extension supersedes the state/federal extended benefits triggered Dec. 28, 2001 by Washington’s high unemployment rate. The cost of this federal extension will not be charged to businesses.

The New Business Face of WorkSource

WorkSource – the state’s new workforce development system – has changed its focus by increasing the emphasis on serving business customers.

“Our key objective has always been to enhance Washington’s economy,” said Dennis Loney, Business Liaison for Employment Security. “We’ve learned a lot along the way. Business is now our primary customer. And by taking care of business, we take care of workers as well.”

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One-Stop Shopping For your Next Job or Career

The one-stop convenience you enjoy at the mall now applies to your search for a new job or career. WorkSource centers statewide offer all the job finding resources you need in one place.

WorkSource Centers (see list at right) give you the latest tools for finding job leads and contacting employers directly. They also work with businesses. FREE WorkSource services include:

- Internet access to thousands of job listings statewide and most are in Washington state;
- Computerized local job matching and direct referral to job leads;
- Personal computers to update your resume and write letters;
- Copiers and laser printers; and
- Local telephones and FAX machines to contact employers.

If you want more help, WorkSource also offers classes on writing résumés, job interviewing and accessing the hidden job market. You can also get one-on-one assistance with your job hunt or get connected to retraining resources.

“Our job is to offer all the options in one place and tailor services to each person who walks through the door,” said Matt Bench, a WorkSource Office Manager. “If you want to dig for your own job leads, take a workshop or research a promising new line of work, we can help you succeed.”

WorkSource is a new approach. Government agencies, community colleges, local non-profits,

business and labor have joined forces to make it easier for you to find work, get training or change careers. *See a partial list of Worksource offices below, or to reach any office for any service call the toll-free number below, or for a complete list of local offices visit go2worksource.com.*

WorkSource 1-877-872-JOBS Toll-free WorkSource Helpline

Auburn Affiliate
(253) 833-0102
2707 “I” Street NE

Bellevue
(425) 990-3700
13133 Bel-Red Road

Clallam County Affiliate
(360) 457-9407
228 W First St., Ste. A, Port Angeles

Columbia Basin-Kennewick
(509) 734-5900
815 N Kellogg, Suite D

Columbia Gorge-White Salmon
(509) 493-1210 (800) 511-7388
107 West Jewett Blvd.

Colville Affiliate
(509) 684-7444
162 South Wynne

Cowlitz/Wahkiakum East
(360) 577-2250
711 Vine Street, Kelso

Cowlitz/Wahkiakum West
(360) 425-3430
1526 Commerce Avenue, Longview

Everett
(425) 339-4901
840 N Broadway, Bldg B.

Goldendale Affiliate
(509) 773-5503
116 East Main

Grays Harbor-Aberdeen
(360) 533-9318
511 W Heron

Kitsap County-Bremerton
(360) 337-4810
1300 Sylvan Way

Kittitas County-Ellensburg
(509) 925-5311
401 E Mountain View

Lewis County-Chehalis
(360) 748-2360
151 NE Hampe Way

Lynnwood
(425) 673-3300
Creekside Plaza Bldg. 3rd Fl.
20311 - 52nd Avenue West

Mason County-Shelton
(360) 427-2174
2505 Olympic Hwy N, Ste. 420

Moses Lake Affiliate
(509) 766-2559
1616 S. Pioneer Way

North Seattle
(206) 440-2500
12550 Aurora Ave. N.

Northwest-Bellingham
(800) 746-8555
101 Prospect Street

Okanogan - Omak
(509) 826-7310
TTY (509) 826-7335
126 South Main

Olympia Affiliate
(360) 407-5100
3738 Pacific Ave SE

Pacific County-Long Beach Affiliate
(360) 642-6213
2601 N Pacific Hwy.

Pacific County-South Bend
(360) 875-4090
307 E Robert Bush Dr.

Pierce - Tacoma
(253) 593-7300
TTY (800) 833-6384
1305 Tacoma Ave S., Ste. 201

Pullman Affiliate
(509) 332-6549
350 SE Fairmont Rd., Ste. 2

Rainier Affiliate
(206) 721-6000
2531 Rainier Ave South

Renton
(206) 205-3500
919 SW Grady Way Ste. 125

Spokane
(509) 532-3000
130 S Arthur Street

Stevenson Affiliate
(509) 427-4464
704 SW Rock Creek Dr.

Sunnyside
(509) 836-5405
1925 Morgan Road

Vancouver Town Plaza
(360) 735-5000
5411 E Mill Plain Blvd., Ste. 3-B

Walla Walla
(509) 527-4393
1530 Stevens

Wenatchee Affiliate
(509) 665-6605
215 Bridge Street

West Vancouver
(360) 696-8417
111 West 39th Street

Whatcom-Bellingham
(360) 671-1660
101 Prospect Street

Whidbey-Oak Harbor
(360) 675-5966
31975 SR 20, Ste. 3

Yakima
(509) 574-0105 (800) 834-6799
306 Division

Get Discovered On The Web @ Go2WorkSource.com

The Internet is a powerful tool to find work. A recent national survey shows that some 87 percent of employers now use the Internet to find qualified employees.

At Go2worksource.com – the only job search site exclusively for Washington State – you can search through over 18,000 Washington job listings and connect to a million more nationwide.

To get started, log on to go2worksource.com and post your résumé in our Résumé Center. The site offers tips and a special conversion form that makes it easy, plus pointers on how to get your résumé noticed. Résumés are posted for 120 days.

While adhering to traditional résumé doctrines (logically organizing information, tailoring résumé to specific audience, etc.) use the following tips to make your Web résumé more visible to common Web search applications:

- **Use nouns, Not Verbs.** When computers extract and pre-sort Web résumés, they do so by searching for specific nouns. Instead of “managed team of sales representatives,” writing “staff management” may help your résumé get noticed.
- **Include a clear Objective Statement** that tells employers what kind of job you are looking for. This is especially important if you have many different skills or experience in different fields.
- **Use common headings**, such as: Objective, Skills, Experience, Work History, Employment History, Positions Held, Education, Summary of Qualifications, Accomplishments, Strengths, Professional Affiliations, Publications, Papers, Licenses, Certifications, Honors, Technical Skills, Personal, Miscellaneous, etc.
- **Use abbreviations and acronyms** specific to your industry. Spell out the acronyms for human

readers. This will ensure that your résumé comes up whether the employer searches by the abbreviation or the full word. Example: RN, Registered Nurse.

- Write the **actual time you have with a skill** or company, such as Rainier Corporation:1991 to 2001 (10 years)
- **Longer is better.** Unlike their traditional counterparts, Web résumés are not restricted to one page. Include all relevant information.
- **Redundancy is okay.** Duplicate information means a résumé is more likely to be indexed.
- If you have extra space, **describe your personal traits and attitude.** Key points could include: skilled in time management, dependable, high energy, leadership, quick learner, self starter, professional, team player, etc.

WorkSource Hosts Spring Job Fairs

Puget Sound area job seekers can increase their odds of landing a job by attending job fairs sponsored by WorkSource. While each event is slightly different, typically job seekers can expect a variety of businesses, schools, and labor and community organizations to be available to discuss employment and training opportunities in the local area.

When planning for the events, job seekers should dress appropriately, bring plenty of résumés and be ready to sell themselves to prospective employers. To find out more about these events and other Puget Sound area employment events visit go2worksource.com and click on Career Events.

A Sampling of Upcoming WorkSource Job Seminars

Tuesday, April 23, 2002, 9AM-1PM
Career Expo 2002
Skagit Valley College
2405 E College Way, Mt Vernon, WA


Thursday, April 25, 2002, 10AM-3PM
Making Connections Job Fair
Tacoma Community College, Tacoma, WA

Tuesday, April 30, 2002, 9AM-5PM
2002 The Job Fair: Pathways to Success
WorkSource Pierce
Tacoma Dome, 2727 South D Street, Tacoma, WA
60 to 100 exhibitors will attend.

Wednesday, May 15, 2002, 10 AM-4PM
Job Fair...Works for you in 2002!
WorkSource Clallam County Affiliate
Vern Burton Community Center
308 East Fourth St., Port Angeles, WA

Tuesday, May 21, 2002, 2PM-4PM
WorkSource Snohomish County/WorkFirst Job Fair
Holiday Inn, I-5, Exit #186, Everett, WA

The New Business Face of WorkSource

(Continued from front) 

At a WorkSource Center, businesses can tap into resources including employee recruitment, a job listing and résumé bank service through go2worksource.com, apprenticeship and customized job training programs, **layoff assistance**, **information on tax credits**, labor market information, and general business assistance.

Each WorkSource Center has a Business Services Unit and consultants to help businesses with their workforce needs. Employee recruitment is often requested. Business consultants review applications, conduct basic aptitude assessments, and schedule interviews, either at a WorkSource site or a company location. The consultants know about hiring incentive programs, training resources, and information on wages and occupa-

“Shared Work” Saves Jobs

If your business is facing a slowdown, the Shared Work Program possibly could help avert layoffs that drain talent and cause a hardship on workers. Basically, the Program allows a business to reduce work hours for some staff people. The income those workers lose is partially replaced by unemployment insurance benefits. A business manager, owner, or HR professional calls the Shared Work Unit of Employment Security to request an application. The number to call is 1-800-752-2500 or requests for application materials can be faxed to (360) 902-9260. The application will be reviewed and a plan developed. Business people deal directly and exclusively with Shared Work staff on all matters related to the plan, including servicing of unemployment insurance claim activities. The Program is flexible and adaptable. Call 1-800-752-2500 or go to www.wa.gov/esd/tax/sharedwk.htm to learn more.

Websites for Business

If you are **hiring** and want to post jobs to the web at no cost, log on to www.go2worksource.com

If you want to know more about hiring someone who is working their way **off welfare** through the WorkFirst program, go to www.wa.gov/WORKFIRST/employer/index.htm

Websites for Workers

If you have been laid off from Boeing, go to www.wa.gov/esd/boeing

If you think you might be a “**dislocated worker**,” meaning that your industry is declining or your skills are not currently marketable, go to www.wa.gov/esd/dw/

To get a list of worker retraining coordinators at the community and technical colleges statewide, go to www.wa.gov/esd/dw/contacts.htm

tions. Jeff Wagner, indirect account executive with Sprint PCS, says he’s pleased with the candidates referred by WorkSource. WorkSource does a light screening for skills then sends candidates to him.

“We could put out a ‘want ad’ and do our own screening. I don’t have the time to do that,” Wagner said in an article in the Union Bulletin. “These people have been a great help. They’ve done a lot of the administrative work, so I don’t have to.”

Government agencies, community colleges and local non-profits have all joined forces through WorkSource to make it easier for businesses to get the help they need. Connect to WorkSource by calling 1-877-872-JOBS or by visiting go2worksource.com. On the previous page find a listing of WorkSource offices.

Your Résumé as a Marketing Tool

It’s no secret that today’s job market is highly competitive. While a résumé or job application alone won’t result in a job offer, a less-than-perfect document can disqualify a candidate at the very beginning of the job search. Reviewers pour through dozens – maybe hundreds – of résumés or applications for each job opening. Your résumé or job application may only receive a 20-second scan, so this is your one chance to make a good first impression. Can your written documents stand up to the competition?


Developing an effective résumé can be the most challenging aspect of job hunting. After all, it requires turning your life history into a shining one-page advertisement that promotes all your best attributes. A few rules can help you rise to the challenge:

1. Focus. Determine what kind of job you’re seeking. Analyze and present your skills, attributes and knowledge in terms of those expected for the job. If you are seeking a job as a payroll clerk, the employer doesn’t want to read about all your heavy equipment operating skills. Research the job: get a complete job description if possible, or look it up in the Occupational Outlook Handbook (available at public libraries and employment offices, or online at <http://www.bls.gov/oco/home.htm>). Highlight only those skills relevant to the job for which you’re applying.

Remember the 20-second scan: don’t expect a reviewer to read your entire résumé in order to get a feel for you. Begin your résumé with an objective statement or career profile summarizing your goals or achievements. Word your summary in terms of what you can offer the employer – not the other way around. Employers don’t want to read that your objective is “a challenging and exciting position with potential for growth and advancement.” Use your summary to express what sets you apart from other job candidates.

2. Think “achievements” not “responsibilities”. Include specifics – numbers, percentages, details – that showcase your workplace performance. Instead of “responsible for sales & marketing”, try “directed team of five sales associates marketing nifty widgets throughout the Pacific Northwest. Closed 2001 at 116% of sales goals.” Instead of “updated computer technology”, use “implemented use of new inventory-tracking software: improved accuracy reduced inventory costs by 30%.”

Give examples and calculate specific numbers to document your achievements. For example, say you maintained production-line equipment that frequently jammed. When this happened, 10 workers paid at \$10/hr waited around for an hour for you to fix the problem. The equipment jammed an

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The Job Interview: Making a great impression

The interview is your chance to show that you are the best person for a job. Your application or resume have already exhibited that you are qualified. Now it's up to you to show how your skills and experience match the position and company.

Before the interview, learn all you can about the company, the goods or services they provide, and who their customers and who competitors are.

Next, practice answers to common questions (see common questions at right). Practice will help make you feel more confident and relaxed. Almost all interviewers will ask if you have questions. Be sure to take advantage of this great opportunity to show that you have done your homework (See sample questions at right).

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average of four times a week, or 208 times per year, representing \$20,800 in lost staff time each year. You discovered upline workers loading materials incorrectly, and provided appropriate training. Were you “responsible for fixing and maintaining equipment”? Or have you “reduced equipment downtime by training 10 employees on correct procedures, saving \$20,800 annually”? Which is more powerful?

3. Make your sentences clear, active and brief. Begin sentences with verbs, action words like “planned, organized, increased, reduced, trained, provided”. Make each word count, or edit it out. Don't bog the reader down with overly complicated explanations.

4. Make your résumé visually appealing. Don't type your résumé on an outdated word processor onto plain printer paper. Your résumé should be crisp, clean and conservative. Avoid fancy fonts, logos or artwork, and outrageous paper colors. Use 10- or 11-point Times Roman or Arial fonts, and white, ivory or light gray bond paper. Group and organize information logically, with lots of white space. Use bold or italic text to draw the reader's eye to key information. Have a friend look at your résumé for 20 seconds, then tell you what stands out. Rework until you get the desired effect.

5. Proofread. Spelling and grammar count big time. You will never get a second chance to make a first impression. Candidates who claim to be a “good spelar” or “detail oreinted” virtually guarantee they won't be offered an interview. Proofread and proofread again, then give it to a friend to proofread for you.

6. Give a copy of your résumé to your references. Help your references be effective. Get permission from your personal and professional references, then give each of them a copy of your résumé so they will be prepared when a screener calls.

During the interview, follow these tips to help make a good impression:


- Dress appropriately.
- Get there early, by about 10-15 minutes.
- Shake hands firmly.
- Sit up straight and maintain eye contact.
- Sell your strengths.
- Show your enthusiasm and be an active listener.
- Ask questions.
- Clearly say that you want the job.

Common Questions You will be Asked

1. Why should I hire you?
2. What do you consider your major strengths?
3. What is your major weakness?
4. Why do you want to work for this company?
5. Where do you see yourself in five years?





Questions You Should Ask

1. How would you describe the duties of this position?
2. Why are you looking to fill this position?
3. What are the prospects for advancement?
4. What is the standard schedule for this position?
5. How would you describe a typical day in this position?

After the interview, follow up with a thank-you note. In that note restate your interest and how you can benefit the company. Time the note's delivery so that it arrives before the hiring decision is made. Follow up by phone if you don't hear back from the employer within the specified time. 

ESD1963

Interview clothing choices





Semi-professional:
The type of job you may be interviewing for:

- Customer Service
- Receptionist
- Bank Teller

Casual:
The type of job you may be interviewing for:

- Restaurant worker
- Laborer
- Assembler
- Manufacturer



Professional:
The type of job you may be interviewing for:

- High-Level Manager
- Real Estate Agent
- Computer Technician
- Public Relations
- Financial Manager

Tip: conservative colors and patterns are your best bet when selecting an interview outfit. Select a shirt or blouse in a solid color. If wearing a tie or scarf, choose a simple pattern. Avoid anything that will distract the interviewer.

Tip: Remember that casual does not mean messy or sloppy.

Tip: When selecting a suit, remember that navy is your best bet, then charcoal or black. Avoid brown or other less conservative colors. A white or cream shirt should be your first choice with pastels being the next best option.